

Message Text

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PAGE 01 TOKYO 13570 260633Z

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ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-07 /017 W

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R 260546Z SEP 75

FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 3573

UNCLAS TOKYO 13570

E.O. 11652: N/A

TAGS: BBSR, JA

SUBJECT: IBI'S MARKET INFORMATION SERIES (MIS) - MINI MARKET
SURVEYS ON CONSUMER GOODS

REF: (A) STATE 22252; (B) TOKYO 1507; (C) STATE 43753

PASS COMMERCE/OIM/MRD

1. REFTEL A AUTHORIZED INTERNATIONAL BUSINESS INFORMATION INC.
(IBI) TO CONDUCT SUBJECT MIS, MULTI-CLIENT MARKET SURVEYS
CONSISTING OF 24 INDIVIDUAL PRODUCT STUDIES AND FOUR MARKET
ISSUES AT YEARLY PRICE OF \$1,667. COMMERCE APPROVED ONE YEAR
TRIAL PERIOD BEGINNING JAN. 1, 1975 AND WITH CONDITION THAT
STUDIES WOULD BE REPRODUCED AND SOLD FOR \$10 DAY NTIS/COMMERCE.

2. RECENTLY IBI PROPOSED MIS FOR 1976 AS FOLLOWS: 12 REPORTS
AVERAGING 30-35 PAGES (10-15 PAGES LONGER THAN THIS YEAR'S);
YEARLY PRICE OF YEN ONE MILLION (\$3,300); PRODUCT CATEGORIES
WILL INCLUDE BOTH CONSUMER GOODS AND CAPITAL GOODS, AND BE
DECIDED UPON BY IBI AFTER CONDUCTING PRELIMINARY STUDY (IF
PRODUCT AREA UNPROMISING, SUBSCRIBERS WILL RECEIVE SHORT
EXPLANATORY MEMO); REPORTS WILL COVER MORE DETAILED INVESTI-
GATION OF PRODUCT SEGMENTS INCLUDING INFORMATION ON PROBLEMS
OF ENTRY; OTHER PROVISIONS WILL REMAIN SAME AS AGTEED FOR
1975 MIS.

3. EMBASSY RECOMMENDS RENEWAL OF SUBJECT SERVICE. ELEVEN
REPORTS RECEIVED TO DATE FOUND TO BE OF GOOD QUALITY (SEE
EMBASSY'S EVALUATION AIRGRAMS) AND USEFUL TO VISITING
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AMERICAN BUSINESSMEN AND USTC PARTICIPANTS. IN SPITE OF

PRICE RAISE MIS ARE STILL CONSIDERED INEXPENSIVE, PROVIDING
MARKETING DATA AT BELOW COST POSSIBLE WITH EMBASSY PERONNEL.
IBI IS TRYING TO MAKE UP FOR LAG IN THIS YEAR'S SCHEDULE;
NEW PROPOSAL REFLECTS IBI'S REALIZATION OF ITS RESOURCE
COSTS THIS PROJECT.

4. IBI DESIRES FIRM COMMITMENT FROM MINIMUM NUMBER OF
SUBSCRIBERS AT EARLIEST POSSIBLE DATE. COMMERCE EARLY REPLY
APPRECIATED. AUTHORIZATION NOT REQUIRED IN THIS STAGE.
HODGSON

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